AGENDA
RALEIGH TRANSIT AUTHORITY
BUSINESS MEETING

City Council Chambers, Room 201
Avery C. Upchurch Government Complex
222 W. Hargett Street
Raleigh, North Carolina

December 13, 2012 3:30 P.M.

Joseph Springer, Presiding

I.   Preliminary Matters

A. Call to Order
B. Introductions
C. Revisions or Additions to the Agenda

II. Action Agenda

A. Transcript

The November 8, 2012 minutes have been attached for approval.

> **Recommendation:**   Approval of the transcript

B. Art-On-the-Move

- The City of Raleigh Arts Commission, in collaboration with Capital Area Transit, is in its fourth year for the popular temporary public art project, Art-On-The-Move. Selected artists will have their original, two-dimensional designs emblazoned on the side of Raleigh's city buses for at least six months in 2013. An artist selection panel selected twelve artworks from the 56 artworks submitted for consideration. The selected artists will receive a $1,000 honorarium for their work. A slideshow of the selected artwork will be presented at the RTA meeting.

> **Recommendation:**   Approval of the selected Art-on-the-Move artwork.

III.   Information Items

A. State Fair Park and Ride 2012

The State Fair Park and Ride locations for 2012 were located along the Hillsborough Street Route, WakeMed Soccer Park in Cary, and the newly relocated site, 2728 Capital Blvd. The final ridership total for 2012 has been provided as **ATTACHMENT A.**

B. Finance Committee

The Raleigh Transit Authority Finance Committee met on Thursday, November 29, 2012.

Action Items:

- **No Smoking Implementation Plan**:
  Staff intends to develop an implementation plan regarding the newly created transit "No Smoking" ordinance recently passed by the Raleigh City Council.

  Recommendation: The Finance Committee recommended the approval and referral of the "No Smoking Implementation Plan" to the Raleigh Transit Authority with a target enforcement date of January 2, 2013. Implementation will include signage at Moore Square and other transit facilities.

  Staff will provide an overview of the implementation plan at the RTA meeting if requested.

- **ART Program Office Policy:**
  The ART Program is experiencing increased traffic in the ART call center for free and reduced fare CAT ID's. Staff is seeking assistance with the development of a policy directing the hours and procedures for the development of this supporting fare media.

  Recommendation: The Finance Committee recommends approval of the defined procedures and referral of the item to the Raleigh Transit Authority.

  Staff will provide an overview of the requested procedures at the RTA meeting if requested.

Pending Items:
- Route Productivity Policy
- Accessible Raleigh Transportation Contract Policies - Council BED Committee

C. Marketing Committee

The Raleigh Transit Authority Marketing Committee met on Tuesday, November 20, 2012.

Action Items:
- **Summer Youth Pass Program:**
  From June 1st – September 1st, 2013, Youth ages 13-17 will be eligible to purchase a Summer Youth Bus Pass for a one-time fee. The pass offers unlimited rides on CAT buses during the 3 month timeframe.

Recommendation: Approval of the Summer Youth Pass Program and referral of the one-time fee cost to the Finance Committee.

Information Items:
- Adopt A Shelter Program- New App Update

Pending Items:
- Ambassador Program- Attorney's Office
- Bus Shelter Advertising

D. Route Committee

The Raleigh Transit Authority Route Committee met on Thursday, December 13, 2012.

Pending Items: No Pending Items

E. Staff Reports

1. Income Statement (October 2012, Page 5)
2. Operating Statistics (October 2012, Page 6)
3. Evaluation by Route (October 2012, Page 7)
4. Ridership by Time of Day (October 2012, Pages 8)
5. Variance Analysis (October 2012, Page 9)
6. Go PASS Ridership Summary (October 2012, Page 10)
7. Go PASS Ridership by Agency (October 2012, Pages 11-12)
8. Accessible Raleigh Transportation Summary (October 2012, Page 13)

IV. Concluding Remarks

A. Authority Members
B. Staff
C. Chairperson

V. Adjournment

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David Eatman
Transit Administrator